

Legislation Text

File #: HD-22-540, **Version:** 1

DATE: 11/28/2022
TO: Board of Harbor Commissioners
FROM: Kerry Gerot, Director of Communications and Community Relations
SUBJECT: **Recommendations for September 2022 Sponsorships, 1st Call of FY'23**

EXECUTIVE SUMMARY

Approve \$508,150 in sponsorship requests for the first call of fiscal year 2023 (September), so the Port can partner with community groups on events and activities that provide the Port with opportunities to educate and inform key audiences and promote Port projects and programs.

KEY POINTS

- Sponsorship requests are submitted two times in the fiscal year - in September (first call) and March (second call).
- The Board approved a \$1,250,000 sponsorship budget for fiscal year 2023.
- 165 sponsorship request applications were received in this call period from September 1 through September 30, a 12% increase from those received last fall.
- Of the 165 applications, 56 (34%) were first-time solicitations.
- Extensive outreach is credited for the number of applications received and first-time requests as part of staff efforts to satisfy the Port's Strategic Plan goals and objectives for community access to Port opportunities
- The recommendation is to fund 156 requests, totaling \$508,150, representing a 95% approval rate.
- The average amount awarded per application would be \$3,257.
- Sponsorship funding is contingent upon organizations being nonprofits in good standing and having fulfilled required benefits for previously awarded sponsorships.
- This action supports a wide range of Strategic Plan goals by providing access to Port opportunities.

REQUESTED ACTION(S)

It is requested that the Board of Harbor Commissioners approve 156 sponsorship requests totaling \$508,150 for the first call in fiscal year 2023.

FINANCIAL IMPACT/CONTRACT COMPLIANCE

The Port's sponsorship budget is included in the Communications and Community Relations Division budget.

DISCUSSION

Each year, the Port/Harbor Department budgets part of its revenues for events that enhance and promote the Port's maritime and commercial interests.

Attachments: SEPTEMBER '22 Sponsorship spreadsheet with recommendations
 Sponsorship Policy